Beginning Video Production - 21266 - COMM 1337 - 010
Beginning Video Production - 21267 - MM 1337 - 010

Instructor information:
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Office Hours:
Monday/Wednesday: 9:00am - 11:00 am
Tuesday/Thursday 2:00pm – 3:00pm
Friday by appointment

Beginning Video Production
COMM/MM 1337.010 Spring 2018 Tuesday/Thursday 3:30 – 4:45pm
COMM/MM 1337.01Z Spring 2018 Tuesday/Thursday 5:00pm - 6:15pm

Student Learning Outcomes
Upon completion of this course, students will be able to:

□ Develop, interpret, and express ideas through effective written communication
   (CS1 -- Communication Skills)
□ Develop, interpret, and express ideas through effective oral communication
   (CS2 -- Communication Skills)
□ Acquire skills in working with others as a member of a team
   (TW1 -- Teamwork)
□ Demonstrate civic knowledge and responsibility by planning and producing promotional, recruitment and/or training corporate videos
   (SR2 -- Social Responsibility)
□ Identify and describe equipment and editing software for digital video production
□ Create a video production with techniques commonly used in the media industry

Method for Assessing Student Learning Outcomes
Production 2: Corporate Video - Students connect with a community partner to produce corporate videos designed to address mutually defined community needs. Community Partners will have active engagement in communicating their needs with the students, scheduling interviews and participating in filming. Students will express ideas orally and in writing throughout this process.

Course Communication: See top of syllabus for contact information and office hours. I am available to answer questions during class, as well as before and after lab, and during class time. In addition, I am available during office hours or by appointment.
**Course Objectives:**
Student will be engaged in the basic techniques of television production. Projects in this course involve single camera location shooting digital cameras, in-studio multi-camera production, non-linear editing equipment and writing for media production. Visual storytelling concepts and creative post-production editing will be emphasized.

**Textbook:**

*Video Field Production and Editing 7th edition*

**Course Materials:**
Students will need to provide or purchase the following mandatory supplies;

- Headphones/Earbuds
- 32 Gb USB Flash Drive (Thumb drive, Travel Drive)
- One 32 GB SD Card (Not Micro SD)
- A Smartphone Lavalier Microphone
- For those with the latest iPhones you will need an Apple Lightning to 3.55 Headphone Adapter.

**Equipment and Editing Systems:**
We will be using Adobe Premiere for all editing assignments and projects. You will be assigned one external hard drive, which will be checked in and out of the editing lab. You will also have access to Adobe Audition, After Effects, PhotoShop and Illustrator. It is recommended that students use their own headphones for use in the editing bays.

The R/TV Equipment Room is in the Library Building room LB340. Hours of operation will be announced in class and posted on the door. The digital video cameras you will be allowed to use for this course may be checked out from the Equipment Room along with batteries and tripods **DURING POSTED TIMES ONLY**

**Projects and Tests:** Course requirements include a final exam, three editing assignments and three field/studio video projects each of which will help build up your skill in technical and creative production. The emphasis of these productions is your ability to visually tell a story. All projects for this course must be shot by the student. You may not use footage shot before this course began or footage shot by someone other than your production partner. The projects will be evaluated on both technical and creative levels.
Attendance

The Department of Communication & Mass Media has a departmental attendance policy requiring students to be present at a minimum of 75% of all class meetings in order to pass the class. Exams or assignments missed due to an unexcused absence will receive a zero. Work handed in late without a proper excuse will not be accepted.

Attendance will be taken and counted beginning the first day of class and the subsequent lab. The student is allowed to miss 2 days (T/R), without penalty to the final grade. However, a student’s absence will result in a zero for all work/assignments completed on that day.

Once a student misses more than the allotted absences mentioned above, two (2) points will be deducted from the student’s FINAL average for each additional unexcused absence. You will be counted absent if you are not present for the entire class, this includes lab. Three tardies (more than 10 minutes) will result in an absence.

The following are considered to be acceptable absences providing the student presents a typed, signed and dated excuse from a professional (Doctor, police officer, funeral director, university sponsor/advisor, etc.) Excuses will not be accepted from family members and/or friends.

1) illness
2) automobile accident
3) death of a family member
4) University sponsored event (sports, band, competition, etc.)

Religious Holiday Observance

1) “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.
2) A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
3) C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.
Basic Project Guidelines:

**Production 1:** Will be a Public Service Announcement, to be produced with a partner. The two-person team will decide on a topic, write a 30 second spot for television, shoot and edit the PSA for an in-class presentation. *(Worth 10% of final grade)*

**Production 2:** Will be an Image Video, to be completed individually. Each person will research an organization on campus and produce a 3-4 minute corporate video emphasizing the promotion, recruitment or training for a University organization. Production 2 will involve extensive pre-production work, including concept creation, location scouting, script writing, interviewing, and technically competent shooting and editing. Each person will give a presentation before a class screening of the completed video production. *(Worth 15% of final grade)*

**Production 3:** *(Final Project)* This will be a short narrative film, completed individually. This final project emphasizes screen direction and condensing time and space through parallel action and cutaways. This production underscores the complexity of developing a sense of environment, building story structure and intensifying emotions with appropriate visual perspectives. *(Worth 15% of final grade)*

**Weekly Quizzes:** These multiple choice quizzes will be based on the reading materials, lectures and films viewed in the previous weeks of class. *(Worth 15% of final grade)*

**Final Exam:** This exam will be based on the reading materials, lectures and films viewed in class. The final exam will cover all of the lectures and readings given since the midterm exam and will be multiple choice. *(Worth 20% of final grade)*

**Required Lab Exercises:** *(Worth 20% of final grade)*

**Studio Crew Positions Rotating Assignment:** This assignment will be done in groups of 7 and 8. Each student will rotate crew positions in the television studio.

**Course Materials:** *(Worth 5% of final grade)*

These materials are mandatory. You will have until week 2 to present your materials in class.

**Visual Writing Assignment:** This assignment will be done individually. Each student will develop a storyboard and write a pitch and treatment for a Public Service Announcement.

**Editing Assignments:** These assignments will be done individually. Each student will film a series of shots then edit the scenes to build a story.

**Reflections:** Continual written reflection will occur throughout the process of storytelling, during pre-production, production and post-production of the films. Scripts, treatments etc. will only be accepted in class.

**Late work will not be accepted!** Come to class on the due date ready to present.

**Participation:** You will be required to participate in discussions during class, as well as complete short in-class editing assignments in preparation for your final project.
Spring 2018 Course Schedule:
The class will be divided into two sections to concentrate on studio and field production. The schedule may be changed by myself during the semester due to unforeseen scheduling conflicts.

**Week 1:** Lecture: Overview of course objectives and equipment checkout procedure, Lecture: Cameras, Read chapter 5 Lab: None

**Week 2:** Lecture: Studio positions, cast and crew/responsibilities -Read chapters 2, 3, & 4 Lab: Camera Demonstration

**Week 3:** Quiz 1, Read chapters 6, 7, & 8; Lab: Rotate positions: camera operators, floor manager, director, audio, switcher, computer graphics, teleprompter, talent. Lab: Editing Demonstration,

**Week 4:** Lecture: Editing - Read 9, 10, and 12, Lecture: Editing techniques and style Lab: Filming outside: Three scenes with no dialogue Pan, tilt, med, C.U, Long Shot and Angles Lab Lecture & Lab: Editing completed 3 scenes in class

**Week 5:** Lecture & Lab: Continue editing practice & export to harddrive

**Week 6:** Quiz, Lecture: Shooting and editing drills, Lecture: Script Writing Work Shop Lab: On-location or In-studio shooting for PSA; On-location or In-studio shooting for Short FilmLab: On-location or In-studio shooting for PSA; Script Pitches Due. Each team will make their in class this day

**Week 7:** On-location or In-studio shooting for PSA Lab: On-location or In-studio shooting for PSA Shooting and editing drills

**Week 8:** PSA's Uploaded to Google Drive. PSA's Presented in Class. ALL Paperwork is due. Shooting and editing drills, Lecture: Corporate Videos

**Week 9:** Lab: Decide approaches to highlight organization presentation/message – research in library. On-location scouting for Corporate Video; Lecture: Pitch Corporate Videos, Lab: On-location or In-studio shooting for Corporate Videos, Lecture: On-location or In-studio shooting for Corporate Videos Lab: On-location or In-studio shooting for Corporate Videos

**Week 10:** Shoot/edit day

**Week 11:** Present Image Video (All materials must be submitted by the start of class or will not be accepted at all)

**Week 12:** Spring Break March 12-16

**Week 13:** Lecture: Documentary/Narrative Field Production Lab: begin scheduling and filming for final project Meeting/Chase;

**Week 14:** Lecture: Depth of Field Lab: On-location or In-studio shooting for Short Film; Lecture & Lab: On-location or In-studio shooting for Short Film

**Week 15:** Shoot/Edit Day

(Continued on next page)
**Week 16:** Lecture & Lab: On-location or In-studio shooting for Short Film,
Lecture: Hand Signals & Studio Production Lab: On-location or In-studio shooting for Short Film

**Week 17:** Lecture: Final Exam Review
Lab: On-location or In-studio shooting for Short Film
Projects exported to DVD

**Week 18:** Present Short Film Projects
(all materials must be submitted by the start of class or they will not be accepted at all)

**Week 19:** FINAL EXAM
COMM/MM 1337 010: Thursday, May 10, 1:00 -3:00pm

**Honor Code**
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions of the Student Handbook. The current student handbook is found on the ASU web site under ‘publications’ at this URL: [http://www.angelo.edu/forms/pdf/Honor_Code.pdf](http://www.angelo.edu/forms/pdf/Honor_Code.pdf)

**ADA Statement**
Request for accommodations may be reviewed on a case-by-case basis, taking into account the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents’ RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Student Life Office, Room 112 University Center, (325) 942-2191. URL: [http://www.angelo.edu/services/student_life/policystatement.html](http://www.angelo.edu/services/student_life/policystatement.html)

**Grade Appeal Process**
As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at [http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policy_Students/OP_10.03_Grade_Grievance.doc](http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policy_Students/OP_10.03_Grade_Grievance.doc).

**Student Handbook**
The current student handbook is found on the ASU web site under ‘publications’
[http://www.angelo.edu/content/files/17187-20122013-student-handbook-for-web](http://www.angelo.edu/content/files/17187-20122013-student-handbook-for-web)

**Available Software Purchases**
Adobe Creative Cloud Student & Teacher Edition – Monthly Subscription